***Corn Popper franchises are found in 35 states, and if Charlie Bird, founder of Corn Popper, has his way, there soon will be a franchise in England.***

"Quincy" and "Odd Couple" fame, operate a group of these establishments called Jack's Corn Cribs, based in New York. Charlie Bird, a retired executive of Mars from Dallas is the owner of the other big chain, called the Corn Popper.

Mr. Hammer says he doesn't have an ad agency for his company yet, but his own pr acumen is considerable. He reports getting coverage for his new business on ABC's "20/20" and "Good Morning America" and on network news and cable networks. He also is working on a print advertising campaign that should be out in about six months.

While Jack's Corn Cribs is most famous for its New York location, Mr. Hammer is taking his show on the road. There are franchisees in 21 states and a number of foreign countries, including Bali, Denmark, Hong Kong, Japan and Singapore. The flavors offered in each of these countries reflect the local cuisine. For example, in Japan sushi-flavored popcorn is being discussed, while *nori*-flavored (a kind of seaweed) is a reality.

Mr. Bird also has an impressive line of flavors and a presence to match. He gives this account of the origins of his growing new business:

"I had just retired from Mars and in order to supplement my income, I bought a little popcorn company from a friend of mine. Then my wife said to me, 'Why don't you make some chocolate popcorn?' I did. Then a big guy came into the store and wanted jalapeno. I told him, 'Come back in two weeks.' I thought he was kidding. But he came back, so again, I said, 'Come back in two weeks' and then we had it ready for him."

In the past 2½ years, Mr. Bird has set up franchises in 35 states, and Alaska is being negotiated. England also is on the drawing board, although Mr. Bird won't say much. In honor of the occasion, he is working on a new flavor—vinegar and salt, reminiscent of fish and chips. For the Far East he will have octapus and seaweed.

In contrast to this exotica, Corn Popper specializes in pure Americana, with red and white dominating and a "flavor board" offering 32 flavors, one-upping Baskin-Robbins. Mr. Bird says he also chose this number because it is good for quality control.

Mr. Bird says his machines can pop 320 gals. of corn an hour and cook up to 20 seasoned flavors or seven sweet flavors in the same time. Most of this popcorn goes into cans, some of which are hand-painted by local artists.

Jack's Corn Cribs are smaller, more intimate places than Corn Popper; there are fewer cans, although the ones available feature the store's red-checked awning.

Corn Popper has emphasized local advertising, including newspaper ads, some radio time, and so-called "good citizen" promotional efforts. Vic Evans, the only franchisee in Chicago, says he sells popcorn to nonprofit organizations such as schools holding fundraisers.

A lot of people are watching the development of this new kind of food franchise, many with a skeptical eye. Some say they are afraid the popcorn shops will prove to be a fad.

Andrew Kostecka, specialist in charge of franchising for the U.S. Department of Commerce and author of a report called "Franchising in the Economy 1982-1984" put out by that department, says, "Although I'm not concerned that flavored popcorn shops are a fad, I don't see a mass market for the product. It is a novelty and therefore it will have limited growth. The popcorn shops that are successful will be in shopping centers where there is a high volume of traffic. You need a lot of impulse buyers for this kind of business."

## Popcorn demographics

***Production***

**In the past decade** and a half, U.S. popcorn sales nearly have doubled, while total U.S. population has increased only about 17%.

| | |
|---|---|
| 1968 | 333 million lbs. |
| 1983 | 618 million lbs. |

**Most of the world's** popcorn production is concentrated in the U.S. The biggest producing states are Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska and Ohio. Popcorn is now a $1 billion industry, with sales at $200 million in grocery stores; about $700 million in leisure establishments (excluding bars and restaurants but including 30% to 35% of that amount in movie theaters); and the balance as popcorn confections/specialty items.

***Consumption***

**Americans now consume** popcorn at an annual per capita total of 42 qts., making a U.S. annual total popcorn consumption of 9.9 billion qts. About 70% is eaten in the home; 30% outside the home. About 90% of all unpopped popcorn sales are for home consumption.

***Technical***

**For greatest popability,** ideal moisture range is 13% to 14.5%, with 13.5% ideal. Good popcorn gives the popper 98% popped and only 2% unpopped kernels. Kernel expansion ratios ranging from 35-to-1 to 38-to-1 are considered good, but newer hybrids may swell 40-to-1.

*Data supplied by the Popcorn Institute, Chicago.*

***Orville Redenbacher gave the gourmet popcorn market a push with his lighter and fluffier popcorn.***


## New, Proven In-Store Ad Medium Dramatically Impacts Awareness and Sales.

SUPERCLOCK lets you command exclusive consumer attention in more than 3,000 high volume supermarkets nationwide. Available now in over 25 of the top 50 markets, SUPERCLOCK gives advertisers the chance to make that all important last impression when shoppers are making 65% of their buying decisions.

SUPERCLOCK is an impressive 2′ x 7′ illuminated display, combining a backlit advertising area with an informative clock. Mounted eight feet off the floor to dominate the main aisle and highest traffic areas, SUPERCLOCK insures advertisers of high visibility and multiple in-store exposure to all shoppers.

Independent research documents a dramatic 25% increase in supermarket sales for a product that added SUPERCLOCK to the media mix. Brand awareness in the same study increased 18%. In short, SUPERCLOCK works. And not just for 30 seconds...SUPERCLOCK works all day, every day the store is open.

Available on a national, regional or test market basis, SUPERCLOCK is the ideal way to reinforce radio, TV or print campaigns. Whether you're introducing a new product, fortifying your market share, or need to boost brand wareness, SUPERCLOCK is a smart buy. And, a rotate program enables you to obtain greater market saturation in a cost-efficient manner.

To find out more about how SUPERCLOCK can help you get your share of the $200 billion supermarket market, call today...or see us at the FMI Convention in Dallas, Booth 832.

VAN WAGNER SUPERCLOCK, INC.
420 Lexington Avenue, New York, NY 10170 (212) 953-7744

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## Nissan gripe adds to sag in tv sports

By JAMES P. FORKAN

NEW YORK—Further evidence that tv sports faces waning popularity among advertisers has surfaced in the form of a Nissan Motor U.S.A. feeler to ABC-TV, seeking relief for up to half its $30 million commitment to "Monday Night Football."

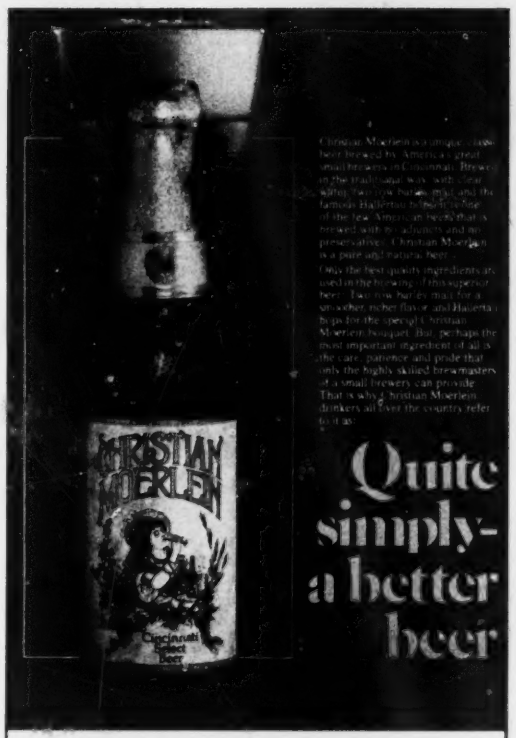
ABC sales execs declined comment, but ADVERTISING AGE has learned from several sources that the Carson, Cal.-based Nissan, despite a three-year NFL sponsorship commitment (chiefly for Datsun cars), had hoped to free up some of its hefty NFL commercial time for other programing.

The auto maker and its agency, William Esty Co., New York, had maintained that having half the number of units per Monday-nighter would not appreciably hurt reach and frequency levels.

However, ABC reportedly countered that Nissan would have to lose its import auto exclusivity in return. For exclusivity, Nissan had to order 10 30-second spots in each Monday game, sources said. At more than $1.8 million per game, Nissan's 16-Monday buy approaches $30 million for this fall.

So Nissan will remain a full sponsor of "Monday Night Football" (perhaps also to insure its position in next season's Super Bowl game, to be carried by ABC). But the auto maker has put ABC on notice that the charge for that position is more than it

*(Continued on Page 94)*




**High-end Hudepohl**

Christian Moerlein is Hudepohl Brewing's attempt to crack the superpremium beer market. *(See Page 2.)*

## Greyhound, Trailways in price battle

By SARAH STIANSEN

Greyhound Corp. and Trailways Inc., the two major national bus companies, are introducing new fares and new advertising, which may ignite a competitive pricing struggle.

The new Greyhound ads are an attempt to reposition the Phoenix-based carrier as a low-cost travel leader, said Terry Underwood, vp-marketing, Greyhound Lines. The company does not normally stress fares in its advertising, but since trimming 17% from its wage and benefits obligations after resolving a drivers' strike, the company can now afford to pare its fares.

Both Greyhound and Trailways are heavily dependent on June, July and August travelers. Their summer pricing—effective today—could trigger more fare cuts among regional bus companies, affecting the entire bus industry.

Greyhound's "New lower fares" ad campaign breaks today on spot tv and spot radio in major U.S. markets. Trailways, continuing with its "Low fares everywhere" campaign, will fire off new ads next week to announce a "Kids ride free" program and a reduction of its various ceiling fares to a single $99 fare nationally, a spokesman said.

Greyhound's fare reductions vary by market and apply to selected schedules.

"With new, lower fares, we'll be in a better position to attract more riders," said one marketing official at the carrier. Greyhound hopes to carry more than 50 million passengers in 1984.

Its new campaign is "addressing an economic niche that was once owned by Greyhound...we don't

*(Continued on Page 96)*

## last minute news

### ITT plugs into personal computer market

TEMPE, ARIZ.—ITT Information Systems, a unit of $20 billion ITT Corp., is jumping into the personal computer market. Campaign will break May 15 with national print and May 19 with spot tv ads for its computer. A major campaign is expected to include network tv. Analysts assume the advertising is for Xtra, a unit ITT unveiled to the trade recently. The move puzzled analysts because little is known of the product and distribution remains a question. Ad Resources handles.

### Perkins picks Marsteller for $5 million account

MEMPHIS—Perkins Restaurants has named Marsteller Inc., Chicago, to handle its account, spending about $5 million. It replaces Chuck Ruhr Advertising, Minneapolis, which was terminated last month, and had held the assignment for nearly 20 years.

*(Continued on Page 8)*

## P&G rolling out via Always

CINCINNATI—Procter & Gamble makes its long-anticipated national return to the product category of feminine protection pads May 14. That is the day P&G begins the rollout of its new Always pads.

The company abandoned such products nearly three years ago when it pulled its Rely tampons off the market amid medical controversy.

After a promising year of test-marketing Always in Minneapolis and parts of North Dakota and South Dakota, P&G is moving with full force into a burgeoning and highly segmented product category rife with established competition. Category sales are estimated at $850 million.

Johnson & Johnson, considered the leader in the category previously with 50% market share, offers beltless pads under the brand names of Stayfree, Sure & Natural, Carefree, body-contoured Silhouettes and individually wrapped Assure pantyliners.

Kimberly-Clark's brand is New Freedom, and Tampax offers Maxithins. Each of the brands includes a variety of sizes and scented and unscented products.

New products can be expected from P&G's product neighbors, too.

Kimberly-Clark, for instance, has expanded its New Freedom line to include a "thin supermaxi" superabsorbent pad expected to be distributed nationally by July, a company spokesman said.

P&G officials will not discuss market potential but acknowledge that the beltless pad product category continues to be fast-growing and very competitive.

The hot competition is expected to produce extensive sales promotions and more aggressive adver-

*(Continued on Page 94)*

## Pizza Hut drops FCB

By SCOTT HUME

In a surprising move, Pizza Hut on Friday terminated its eight-year relationship with Foote, Cone & Belding, Chicago.

Pizza Hut vp-advertising Dave Ropes cited "creative differences" as the reason the advertising committee had voted to pull the $20 million national account from FCB. He said dissatisfaction with agency creative executions had been voiced "over time" by both company and franchise operators.

An FCB executive who asked to remain anonymous expressed surprise and shock at the dismissal. He said "differences over how to extend the 'Hometown Pizza Hut' campaign" introduced in 1980 probably led to the breakup.

The executive admitted the relationship between the two "has had its ups and downs." Pizza Hut's decision to retain FCB in April, 1980 (on the strength of the "Home-

*(Continued on Page 8)*

## AmEx spots play stump the viewer

By ROBERT RAISSMAN

If puzzles are irresistible, American Express has found a way to get Americans to watch—really *watch*—its new 60-second tv commercials that broke Sunday night on ABC and NBC.

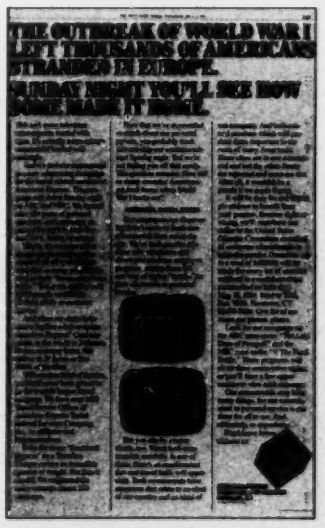
First, you set the bait by burying clues to historical questions in your commercials. Second, you write a clever full-page teaser ad and run it in the newspapers. Then you sit back and watch what happens.

"The idea of the puzzles is to increase the power of the commercials," said Jerry C. Welsh, AmEx senior-vp public affairs, communications and marketing services.

More than that, the $2 million campaign for American Express Travel Related Services—running over two three-day flights in May—is really two games: One for AmEx employes and one for tv viewers at large.

There's a $20,000 round-the-

*(Continued on Page 96)*




**Unusual** tune-in ad for American Express tv commercials ran in several newspapers.

NEWSPAPER
Singer Iglesias to croon
fo
3
M
AA
DC2001ACONGLI FMJF
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

# Miller yanks its 'super'; Hudepohl takes chance

By SCOTT HUME

Miller Brewing has pulled its Special Reserve brand from test, citing softness in the superpremium beer market.

A spokesman for the Milwaukee brewer confirmed the brand's demise, explaining that Special Reserve "did not meet expectations because of the declining [superpremium] category."

Hudepohl Brewing, however, is showing more faith in the category. The Cincinnati brewer last week moved its Christian Moerlein superpremium brand into selected markets west of the Mississippi for the first time.

In Special Reserve's case, Leo Burnett USA, Chicago, handled advertising during the 25-month test. Burnett now has other interests that center on Miller. The agency, along with Chiat/-Day, Los Angeles, is involved in a review for the $50 million Miller High Life account.

Miller reportedly still is reviewing the presentations made by those agencies as well as incumbent Backer & Spielvogel, New York. Sources close to Miller believe that should B&S lose out to Burnett or Chiat/Day, it would relinquish only creative and remain agency of record for media buying.

The brewery's Special Reserve had an uneven test-marketing history. It was pulled from test once before but had been thought to be getting a better reception this time around (AA, Sept. 26).

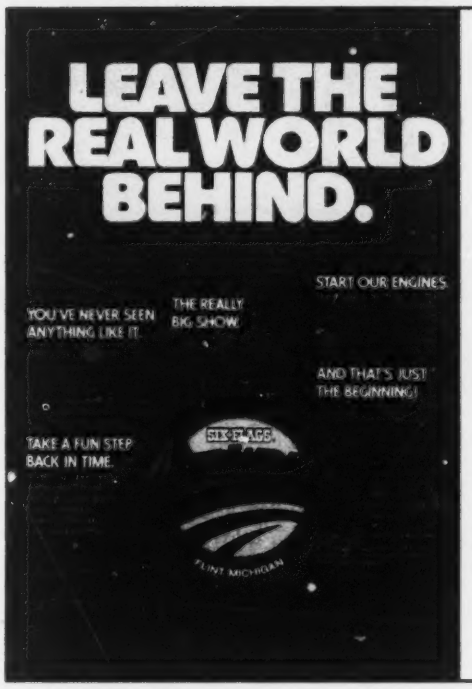
Miller has moved the brand in and out of markets, with the most recent test sites including Charlotte, N.C.; Austin, Tex.; Burlington, Vt.; Phoenix; Cincinnati, and Sacramento.

Consumers had received Special Reserve favorably, but the "decline of the category made it unwise to continue" testing, the Miller spokesman said.

Market conditions are working against the category, industry observers agree.

"It's a difficult time to be entering the market with a superpremium," said Montgomery Securities analyst Manny Goldman. The recession has caused many beer

(Continued on Page 94)


LEAVE THE REAL WORLD BEHIND.
START OUR ENGINES.
YOU'VE NEVER SEEN ANYTHING LIKE IT.
THE REALLY BIG SHOW.
AND THAT'S JUST THE BEGINNING!
TAKE A FUN STEP BACK IN TIME.
SIX FLAGS
FLINT MICHIGAN

## Worldly

Six Flags, which will open AutoWorld in Flint, Mich., July 4 and has two other in-city theme park centers planned for next year, said these smaller centers are where future theme park growth will occur. (See story on Page 97.)

# London shops lauded for D'Arcy rescue role

By BRIAN MORAN

Thanks to offers of refuge from competitors such as J. Walter Thompson and Royds, the London office of D'Arcy MacManus Masius reopened May 1, reporting negligible damage after an almost total shutdown during the two-week Libyan embassy siege.

"Other agencies rallied around us incredibly quickly," said Alan Clark, managing director of DMM, who likened the charitable spirit around embattled St. James Square to the London blitz of World War II. "It was very touching."

Compounding DMM's difficulties during the standoff was an outcry of protest from feminist groups over an allegedly sexist message in a Hoover vacuum cleaner ad from the agency.

D'Arcy's offices, next door to the Libyan embassy, were evacuated April 17 when the embassy was besieged following the shooting of a policewoman during a demonstration. Embassy personnel barri-

(Continued on Page 97)

# Republic starts review

MINNEAPOLIS—Struggling Republic Airlines, apparently believing it needs an aggressive new marketing approach, plans to conduct an agency review that will include incumbent Campbell-Mithun.

The airline said its search would be conducted this month but didn't name any candidate agencies.

In a signal that marketing will be one of his top priorities, Republic president Stephen Wolf informed C-M of the review on May 2, a week after he was promoted from exec vp.

C-M president William Dunlap said the airline president told him the agency "has done an excellent job but that he's reviewing all aspects of the airline."

Campbell-Mithun, which has had the $30 million Republic account for the past 28 months, has centered its campaign on a "Dear Republic Airlines" theme. The campaign is designed to publicize customer satisfaction and reinforce employe pride.

Republic serves 120 cities from several hubs. Its over-all passenger load factor fell 8.1% to 50.3% in the first quarter of 1984. It did, however, earn a profit on operations of $18.5 million for the quarter, though interest payments created a net loss of $4.1 million.

The airline now wants to position itself more distinctly, perhaps capitalizing on its underdog role, being among the smaller national carriers, sources said.

Such a change would mean an abrupt shift in C-M's ad campaign strategy. But the agency has some powerful advantages in its attempt to keep the account. Mr. Wolf "thinks it's an advantage to be in town," Mr. Dunlap noted.

Unless Republic splits up the account, there appear to be no available Twin Cities agencies big enough to service the airline single-handedly. About 60 of C-M's 450 employes work on the account, and C-M's Twin Cities office has billings of about $200 million. The Twin Cities' second-largest agency is Bozell & Jacobs, whose Dallas office has American Airlines.

Two other large national agencies have offices here: Grey Advertising, which handles Northwest Airlines, and BBDO, Delta Airlines' agency.

That would leave Republic with the option, if it dropped Campbell-Mithun, of hiring a national agency willing to open an office here.#

# highlights

Monday, May 7, 1984

**American Advertising** Federation executives warn that a pending Senate bill requiring country-of-origin disclosure in textile ads could open the door to demands on other industries. *See Page 10.*

**Ted Turner**, the cable tv mogul, says ABC weakened itself by paying too much for the Entertainment & Sports Programming Network. *See Page 14.*

**Diversifoods** is aiming for widespread home-delivery service in its Godfather's Pizza restaurants over the next few years. That's just one goal of the company that its executives promise will be "managed much like a successful investment portfolio." *See Page 28.*

## CORPORATE CLOSEUP

**Cuisinarts Inc.** grinds up its competition with its strength in the upper reaches of the food-processor market. Cuisinarts' president, 70-year-old Carl Sontheimer, says he worries most about his own business, and lets his competitors mind theirs. *See Page 4.*

## INTERNATIONAL

**A cultural** sponsorship boom is on in Italy, and it is common these days to see well-known corporate names as patrons of the arts. Last year, the La Scala opera house in Milan collected about $95,000 from 11 companies for the restoration of its facade. *See Page 54.*

**Procter & Gamble** is on the prowl in Germany and Brazil. Sources report P&G is on the verge of acquiring a local food or beverage company outright or buying a large share of one. *See Page 54.*

**Newsweek** is embarking on an unusual move in Australia that in one swoop will boost it into the same league as *Time*, the biggest foreign newsweekly in that country. *See Page 56.*

## VIDEOTECH

**CBN Cable Network** believes that advertisers can get more for their bucks by combining CBN and rival cable superstation WTBS in buys. CBN's research shows an efficient cost per thousand homes for those who combine the two. *See Page 62.*

**The latest Hollywood** premiere, set for May 12, won't showcase a new star or a blockbuster summer film. It will show off digital sound, a new, reportedly better way to record movie sound. Hardware marketers and studios joined forces to make a 30-minute demonstration film, "Digital Dreams." *See Page 66.*

## COMING THURSDAY IN *Magazine*

**William F. Buckley** writes that all the advertising time and space presidential candidates can buy isn't nearly as influential as tv coverage.

**Premiums and Promotions:** Airlines and grocery stores alike turn to giveaways to promote their products. While incentive expenditures reached almost $10.5 billion in 1983, some believe promotions are shortchanged creatively. *In special report.*

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# U.S. News eyes new bidders

By STUART J. ELLIOTT

NEW YORK—As they gather today, employe shareholders of U.S. News & World Report Inc. are wondering: "Are we getting a new boss?"

The company's regular annual meeting is being held in Washington, but circumstances are anything but regular. That is because the process by which the publisher of *U.S. News & World Report* put it up for sale is reaching a conclusion.

Morgan Stanley & Co., the investment banking company handling the transaction, has narrowed a list of interested bidders to a list of serious contenders.

Although a complete roster is not available because few of those involved will talk on the record, it is believed the finalists—whose bids must be binding—include:

- Gannett Co. The limousine of chairman Allen Neuharth was spotted in front of the U.S. News office in late April.
- Malcolm Forbes. The wealthy owner of *Forbes* was seen in the company's building last week, in deck shoes and shorts, according to one report.
- Hearst Corp. A spokesman de-

(Continued on Page 97)

# Census sees steep rise in shop growth

WASHINGTON—Graphs mapping the growth of the advertising industry recall steep mountain grades. What's more, ad agencies have made that climb in full gear.

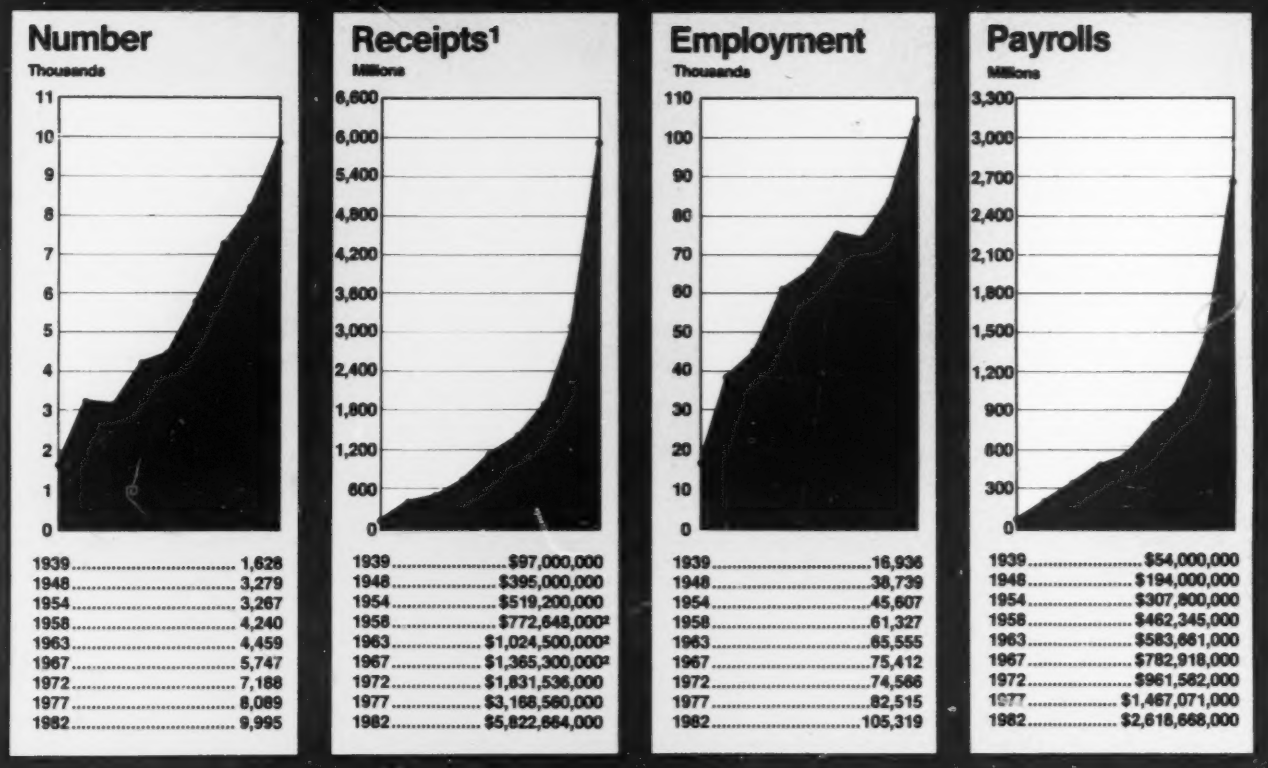
Compare statistics (at right) recently released by the Bureau of Census' survey of American service industries that trace figures from 1939 to 1982:

- The number of ad agencies increased about six times.
- Agency receipts grew 60 times.
- Employment, reflecting the growth in numbers of agencies, increased more than six times.
- Payrolls also showed an eye-opening growth rate, increasing nearly 50 times in the 43 years.

If receipts per agency could be one measure of productivity, that too showed remarkable growth. In 1939, the average receipts per agency were about $60,000. The comparable figure in 1982 stood around $588,000.#

## Vital statistics of advertising agencies, 1939 — 1982

Ad agency receipts, employment and payrolls tracked by the Bureau of the Census through nine industrywide censuses beginning in 1939. Receipts include commissions on media materials and services as well as pr and service fees.




| | Number | Receipts[1] | Employment | Payrolls |
|---|---|---|---|---|
| 1939 | 1,628 | $97,000,000 | 16,936 | $54,000,000 |
| 1948 | 3,279 | $395,000,000 | 38,739 | $194,000,000 |
| 1954 | 3,267 | $519,200,000 | 45,607 | $307,800,000 |
| 1958 | 4,240 | $772,648,000[2] | 61,327 | $462,345,000 |
| 1963 | 4,459 | $1,024,500,000[2] | 65,555 | $583,661,000 |
| 1967 | 5,747 | $1,365,300,000[2] | 75,412 | $782,918,000 |
| 1972 | 7,188 | $1,831,536,000 | 74,566 | $961,562,000 |
| 1977 | 8,089 | $3,168,560,000 | 82,515 | $1,467,071,000 |
| 1982 | 9,995 | $5,822,664,000 | 105,319 | $2,618,668,000 |

[1] Receipts include commissions on media, materials and services; public relations and service fees and other receipts.
[2] Projected by Advertising Age from census data for agencies doing 98% of the media billings in 1958 and 1963 and 84% in 1967. Census Bureau published receipts totals for those years had been a gross receipts figure which included media billings. This was never officially recomputed to be consistent with the net receipts basis used from 1939 to 1954 and restored in 1972.

NEW
LITERATURE HOLDER
• SHIPS FLAT!
• FOLDS UP!
• COSTS LESS!
• WON'T BREAK!
CALL OR WRITE FOR SAMPLES
For gondola shelves or anywhere!
BROCHURES OF ENTIRE LINE OF DISPLAY HARDWARE AVAILABLE AT NO CHARGE
Fasteners For Retail
12 Alpha Park, Cleveland, Ohio 44143
(216) 473-6919

# Murphy elected chairman of POPAI

FORT LEE, N.J.—Thomas V. Murphy, president, Design Productions, Upper Saddie River, N.J., has been elected chairman of the Point-of-Purchase Advertising Institute. He succeeds Douglas H. Ballinger, exec vp, Pacific Lithograph Co., San Francisco.

Fifteen executives have been elected directors of POPAI. Elected to three-year terms were Timothy Battles, director-national retail stores, Seven-Up Co., St. Louis; Lawrence M. Buescher, president, Bish Creative Displays, Northfield, Ill.; Gerald A. Conway, president, Fasteners for Retail Co., Cleveland; John G. Frank, vp, AMD Industries, Chicago; Patrick H. Joyce, president, Patrick H. Joyce & Associates, Des Plaines, Ill.; Richard Leeds, president, Thomsom-Leeds Co., New York; Allen B. Marks, vp, Pacific Lithograph Co., San Francisco; Robert C. Ringer, national merchandising manager, Martlet Importing Co., Great Neck, N.Y.; Walter Roosli, president, Rapid Mounting and Finishing Co., Burlingame, Cal.; Irwin S. Rubin, vp, Trion Industries, Wilkes-Barre, Pa.; Joel Spector, president, JoMar Displays, Newark, N.J., and Ben Weshler, president, Display Systems, Maspeth, N.Y.

Elected to two-year terms as directors were Janet Paris, account exec, Henschel-Steinau, Englewood, N.J., and Jack Scheckowitz, exec vp-marketing, Dauman Displays, New York. Named to a special one-year term was Edward A. Powell Jr., president, Miller Manufacturing Co., Richmond, Va.

Citing an increasing shift of market control from advertiser to retailer, increasing media diffusion, more localized promotions and better measurement capabilities through UPC codes and scanners, Mr. Murphy predicted point-of-purchase advertising may reach $9 billion by the end of the decade.

It hit the $6.25 billion mark in 1983, up from $5.9 billion in 1982. Sales promotions in 1983 were $71.1 billion, an average increase of 12%.#

### Masinick & Oberlin agency starts in Farmington Hills

FARMINGTON HILLS, MICH.—Masinick & Oberlin Advertising opened offices at 31800 Northwestern Hwy., 48018. Agency principals are Jay Masinick, president, and Kim Oberlin, chairman. The agency projects a first-year billing of $1.5 million on accounts in Detroit and Los Angeles.

### New Leone shop opens

LAGUNA HILLS, CAL.—Former Castle Entertainment vp-marketing Michael Leone and his wife, Patti, have opened Leone & Leone Ltd., a marketing and communications agency here, located at 25411 Cabot Rd., 92653.

Delta makes your deliveries DASH.

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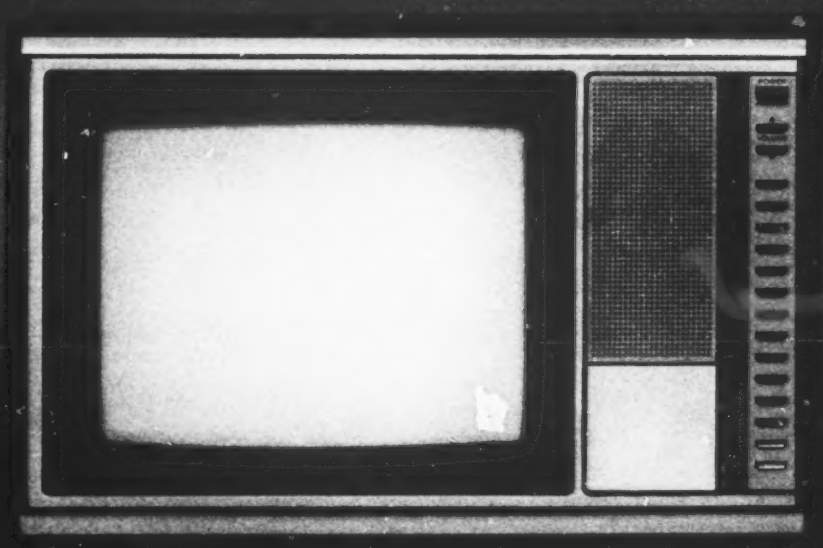
## The 100,000-plus circle

**According to the latest census data, 176 cities have populations of more than 100,000. *Source: U.S. Census Bureau***

| City | July 1, 1982 Pop. | Rank | July 1, 1980 Pop. | Rank |
|---|---|---|---|---|
| New York, N.Y. | 7,086,096 | 1 | 7,071,539 | 1 |
| Los Angeles, Cal. | 3,022,247 | 2 | 2,968,579 | 3 |
| Chicago, Ill. | 2,997,155 | 3 | 3,005,072 | 2 |
| Houston, Tex. | 1,725,617 | 4 | 1,595,138 | 5 |
| Philadelphia, Pa. | 1,665,382 | 5 | 1,688,210 | 4 |
| Detroit, Mich. | 1,138,717 | 6 | 1,202,493 | 6 |
| Dallas, Tex. | 943,848 | 7 | 904,570 | 7 |
| San Diego, Cal. | 915,956 | 8 | 875,538 | 8 |
| Phoenix, Ariz. | 824,230 | 9 | 790,044 | 9 |
| San Antonio, Tex. | 819,021 | 10 | 786,010 | 11 |
| Honolulu, Hawaii | 781,899 | 11 | 762,565 | 12 |
| Baltimore, Md. | 774,113 | 12 | 786,741 | 10 |
| Indianapolis, Ind. | 707,655 | 13 | 700,807 | 13 |
| San Francisco, Cal. | 691,637 | 14 | 678,974 | 14 |
| San Jose, Cal. | 659,181 | 15 | 629,402 | 18 |
| Memphis, Tenn. | 645,760 | 16 | 646,170 | 15 |
| Washington, D.C. | 633,425 | 17 | 638,432 | 16 |
| Milwaukee, Wis. | 631,509 | 18 | 636,298 | 17 |
| Columbus, O. | 570,588 | 19 | 565,032 | 20 |
| New Orleans, La. | 564,561 | 20 | 557,927 | 22 |
| Boston, Mass. | 560,847 | 21 | 562,994 | 21 |
| Cleveland, O. | 558,869 | 22 | 573,822 | 19 |
| Jacksonville, Fla. | 556,370 | 23 | 540,920 | 23 |
| Denver, Colo. | 505,563 | 24 | 492,694 | 25 |
| Seattle, Wash. | 490,077 | 25 | 493,846 | 24 |
| Nashville, Tenn. | 455,252 | 26 | 455,651 | 26 |
| Kansas City, Mo. | 445,222 | 27 | 448,028 | 28 |
| El Paso, Tex. | 445,071 | 28 | 425,259 | 29 |
| St. Louis, Mo. | 437,354 | 29 | 452,804 | 27 |
| Atlanta, Ga. | 428,153 | 30 | 425,022 | 30 |
| Oklahoma City, Okla. | 427,714 | 31 | 404,014 | 32 |
| Pittsburgh, Pa. | 414,936 | 32 | 423,960 | 31 |
| Fort Worth, Tex. | 401,402 | 33 | 385,164 | 34 |
| Miami, Fla. | 382,726 | 34 | 346,865 | 41 |
| Cincinnati, O. | 380,118 | 35 | 385,410 | 33 |
| Tulsa, Okla. | 375,300 | 36 | 360,919 | 38 |
| Long Beach, Cal. | 371,426 | 37 | 361,355 | 37 |
| Minneapolis, Minn. | 369,161 | 38 | 370,951 | 35 |
| Austin, Tex. | 368,135 | 39 | 345,890 | 43 |
| Portland, Ore. | 367,530 | 40 | 368,137 | 36 |
| Baton Rouge, La. | 361,572 | 41 | 346,029 | 42 |
| Tucson, Ariz. | 352,455 | 42 | 336,500 | 45 |
| Toledo, O. | 350,565 | 43 | 354,635 | 40 |
| Buffalo, N.Y. | 348,035 | 44 | 357,870 | 39 |
| Oakland, Cal. | 344,652 | 45 | 339,337 | 44 |
| Albuquerque, N.M. | 341,978 | 46 | 332,336 | 46 |
| Omaha, Neb. | 328,557 | 47 | 327,558 | 48 |
| Charlotte, N.C. | 323,972 | 48 | 315,474 | 49 |
| Newark, N.J. | 320,512 | 49 | 329,248 | 47 |
| Louisville, Ky. | 293,531 | 50 | 298,694 | 50 |
| Wichita, Kan. | 288,723 | 51 | 279,835 | 52 |
| Sacramento, Cal. | 288,597 | 52 | 275,741 | 53 |
| Birmingham, Ala. | 283,239 | 53 | 286,799 | 51 |
| Virginia Beach, Va. | 282,588 | 54 | 262,199 | 57 |
| Tampa, Fla. | 276,413 | 55 | 271,599 | 54 |
| St. Paul, Minn. | 270,442 | 56 | 270,230 | 55 |
| Norfolk, Va. | 266,874 | 57 | 266,979 | 56 |
| Corpus Christi, Tex. | 246,081 | 58 | 232,138 | 62 |
| Fresno, Cal. | 244,623 | 59 | 235,409 | 61 |
| Rochester, N.Y. | 244,094 | 60 | 241,741 | 58 |
| St. Petersburg, Fla. | 241,214 | 61 | 238,647 | 59 |
| Colorado Springs, Colo. | 231,699 | 62 | 215,105 | 66 |
| Akron, O. | 231,659 | 63 | 237,177 | 60 |
| Anaheim, Cal. | 226,467 | 64 | 219,494 | 64 |
| Jersey City, N.J. | 222,881 | 65 | 223,532 | 63 |
| Richmond, Va. | 218,237 | 66 | 219,214 | 65 |
| Santa Ana, Cal. | 217,219 | 67 | 204,014 | 69 |
| Shreveport, La. | 210,881 | 68 | 205,820 | 67 |
| Lexington-Fayette, Ky. | 207,668 | 69 | 204,165 | 68 |
| Mobile, Ala. | 204,586 | 70 | 200,452 | 71 |
| Jackson, Miss. | 204,195 | 71 | 202,895 | 70 |
| Anchorage, Alaska | 194,675 | 72 | 174,431 | 78 |
| Yonkers, N.Y. | 192,342 | 73 | 195,351 | 72 |
| Des Moines, Ia. | 191,506 | 74 | 191,003 | 74 |
| Dayton, O. | 188,499 | 75 | 193,549 | 73 |
| Aurora, Colo. | 184,372 | 76 | 158,588 | 97 |
| Arlington, Tex. | 182,975 | 77 | 160,113 | 95 |
| Grand Rapids, Mich. | 182,774 | 78 | 181,843 | 75 |
| Montgomery, Ala. | 182,206 | 79 | 177,857 | 76 |
| Las Vegas, Nev. | 179,587 | 80 | 164,674 | 90 |
| Lincoln, Neb. | 177,340 | 81 | 171,932 | 81 |
| Lubbock, Tex. | 176,588 | 82 | 173,979 | 79 |
| Huntington Beach, Cal. | 176,314 | 83 | 170,505 | 85 |
| Knoxville, Tenn. | 175,298 | 84 | 175,045 | 77 |
| Columbus, Ga. | 174,348 | 85 | 169,441 | 88 |
| Riverside, Cal. | 174,023 | 86 | 170,591 | 84 |
| Madison, Wis. | 172,640 | 87 | 170,616 | 83 |
| Spokane, Wash. | 171,903 | 88 | 171,300 | 82 |
| Mesa, Ariz. | 171,695 | 89 | 152,453 | 102 |
| Chattanooga, Tenn. | 168,016 | 90 | 169,728 | 87 |

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